

# **Memphis City Beautiful receives five Keep America Beautiful Awards**

Eldra T. White, Executive Director of the Memphis City Beautiful Commission (MCB) proudly accepted five Keep America Beautiful Awards on behalf of the Commission. The awards were presented by Keep America Beautiful, Inc. (KAB) President, G. Raymond Empson at the organization's 2005 National Awards ceremony which took place on December 7, 2005 during its 52<sup>nd</sup> annual National Conference in Orlando, Florida.

Memphis City Beautiful received a 1<sup>st</sup> place National Award for Litter Prevention. This award recognizes outstanding programs that promote litter prevention through education, public awareness and hands-on learning. G. Raymond Empson stated that, "Keep America Beautiful's National Award winners represent the wide scope of accomplishments and many of the best practices among our national Network of Affiliates and participating organizations. Through their involvement in educating and involving citizens, government and businesses in their community improvement initiatives, these award-winning programs serve as powerful catalysts in keeping America beautiful across the entire nation, one community at a time."

Memphis City Beautiful was also awarded the KAB Innovation Award. This award honors innovative partnerships and programs in the areas of litter prevention, beautification, community improvement, and waste reduction that support KAB affiliates and their missions. Empson stated that, "Innovation is always a key component of developing fresh, dynamic programs that will energize communities to improve their local environments. We applaud these award-winning affiliates for developing programs that involve citizens, government and business to affect positive change."

The Innovation Award recognized Memphis City Beautiful for the CSI: Citizens Seeking Improvement Program. MCB in partnership with the Mayor's Citizen Service Center coordinates the CSI Program which allows established neighborhood groups to work directly with the City of Memphis and the District Attorney's Office to eliminate blight.

The Rogers Award recognizes KAB affiliates and their partners for outstanding Public Service Announcements that advance the local and national goals of KAB. Memphis City Beautiful was awarded the Rogers Distinguished Service Citation for local television advertising. Thompson and Company partnered with Memphis City Beautiful to create *A Cleaner Memphis Starts with You*, a public awareness campaign launched in the Spring of 2005.

Memphis City Beautiful received the 2005 Keep America Beautiful Great American Cleanup Award for Outstanding Sponsor Support. KAB's Great American Cleanup is the nation's largest organized community improvement program. From March 1<sup>st</sup> through May 31<sup>st</sup>, Memphis City Beautiful recruited 33,000 local volunteers to conduct community clean ups and beautification projects throughout the Memphis community. These efforts work to foster cleaner, healthier and safer communities.

Memphis City Beautiful was also a recipient of KAB's President's Circle Award. This award acknowledges those affiliates who are in good standing and meet KAB's standards of excellence.

The Memphis City Beautiful Commission was established by City Ordinance on July 1, 1930, making it the oldest beautification commission in the nation. MCB through public education, programs and services, works to engage individuals to take greater responsibility for improving their community environments.

(See attached photos on p. 3)

*Eldra T. White, Executive Director of the Memphis City Beautiful Commission is pictured below accepting awards on behalf of everyone at the Memphis City Beautiful Commission.*

